

IV. Goals and Modifications

1. Public Education and Awareness

Goals FY 06/07

- No new goals listed to implement during FY 06-07
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On-Going or Continuous Goals / Activities

- Enforcement of Water Waste Ordinance and Tracking method.
 - Water Conservation Hardware Give-away.
 - Water Conservation Programs / Incentives.
 - Support Curbside Recycling Program.
 - Pet Waste Management.
 - Promote Toxic Round-up Facility.
 - Distribute Recycling Guide at City Hall and Public functions.
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Modification / Justification

4.a. Toxic Round-up Day

4.a. Modification: Remove Goal from SWMP

4.a. Justification: The SCWMA does not perform Toxic Round Up Days within the City of Sonoma. The SCWMA has opened a Household Hazardous Waste Facility.

4.b. Household Hazardous Waste Facility

4.b. Modification: Remove Goal from SWMP

4.b. Justification: City of Sonoma is not the implementer of this Goal. It is managed by the SCWMA.

4.c. Curbside Oil Recycling

4.c. Modification: Remove Goal from SWMP

4.c. Justification: City of Sonoma is not the implementer of this Goal. It is managed by the SCWMA.

4.d. Recycling Guide

4.e. Modification: Remove Goal from SWMP

4.e. Justification: City of Sonoma is not the implementer of this Goal. It is managed by the SCWMA.

4.e. Eco Web-Site

4.e. Modification: Remove Goal from SWMP

4.e. Justification: City of Sonoma is not the implementer of this Goal. It is managed by the SCWMA.

4.f. Eco-Desk Hotline

4.f. Modification: Remove Goal from SWMP

4.f. Justification: City of Sonoma is not the implementer of this Goal. It is managed by the SCWMA.

IV. Goals and Modifications

1. Public Education and Awareness, continued

**Additional
Measurable
Goals with
Detail**

4.a.1 FY 06/07 Promote SCWMA - Household Hazardous Waste Facility and programs. Continue to have Recycle Guide available at City Hall and distribute at Public functions.

6.f. FY 06/07 Program leader to work with Local KSVY radio station to promote Stormwater Pollution awareness.

- Participate in the Morning Talk Show
 - Create Public Service Announcements
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IV. Goals and Modifications, continued

2. Public Involvement and Participation

Goals FY 06/07	8.d. Evaluate the impact of the City's SWMP on water quality against baseline that was established in FY04-05. Gather, and collect information annually, analyze data every three or four years.
On-Going or Continuous Goals / Activities	<ul style="list-style-type: none">▪ Continued Participation in NBWA meetings and activities.▪ Storm Drain Stenciling.▪ Continue to replace Storm Drain Covers as needed.▪ Continue participation with Creek Clean-up's.▪ Continued Adopt-A-Bike Path Program.
Modification / Justification	<p>5.b. Partner with SEC to develop Annual Creek Clean-up Celebration to be located at Sonoma Plaza after last Creek Clean-up event of year. This will act as an appreciation / recognition event for the volunteers who participated in clean-up events. Event will also serve as a tool for promoting Creek Care Best Management Practices. Event will be publicized in local newspaper and Flyers throughout the City/County.</p> <p>5.b. Modification: Goal to be extended to FY 06/07. Location to be changed to Depot Park or location near the last creek clean-up location.</p> <p>5.b. Justification: Staffing and budget constraints did not allow for implementation of this project in FY 05/06.</p> <p>8.d. Evaluate the impact of the City's SWMP on water quality against baseline that was established in FY04-05. Gather, and collect information annually, analyze data every three or four years.</p> <p>8.d. Modification: Participate with the SEC on a grant for "Community-Based Watershed Management: Sonoma Creek Watershed".</p> <p>8.d. Justification: Baseline assessment was conducted by RWQCB and SEC. The City of Sonoma does not have the resources to commit to gather and collect the information on an annual basis. The City of Sonoma will participate and partner with the Ecology Center and other outside agencies on this community project.</p>
Additional Measurable Goals with Detail	<p>1.g. Present FY 05-06 Annual Report to Council and Public. This goal to be repeated on an annual basis.</p>

IV. Goals and Modifications, continued - Revised 1/2/07

3. Illicit Discharge Detection & Elimination

Goals FY 06/07

- **4.d.** The SCEH inspects local businesses for violations. Identify business that the SCEH inspects and note what type and how many inspection are done each year for each business.
 - **4.e.** Work with SCEH to distribute storm water brochures and education literature along with Ordinance and enforcement plan.
 - **5.** Identify restaurants that have issues associated with illegal dumping.
 - **5.a.** Distribute existing educational materials, ordinance and enforcement plan, communicate enforcement implementation date.
 - **7.c.** Develop program to add storm water component to existing inspection procedures.
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On-Going or Continuous Goals / Activities

- Continue to track SCWA sewer overflows.
 - Track number of calls annually - SCWA 24 hour Citizen Complaint Line.
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Modification / Justification

Goal 4.c. Develop and adopt a Stormwater Pollution and Prevention Enforcement Plan

Modification: The Adoption and Implementation of the Stormwater Enforcement Plan to be performed in the 2006-2007 reporting year.

Justification: Due to change over of three key staff members, staff needs appropriate time to review and train new staff on the Enforcement Plan.

Goal 4.e. The City will distribute stormwater education literature along with the City's Stormwater Ordinance.

Additional Measurable Goals with Detail

7.b.1 FY 07/08 The City will repeat and summarize the Survey that was conducted in 2004 regarding Public Awareness and Attitudes.

IV. Goals and Modifications, continued (*Revised 1/2/07*)

4. Construction Site Stormwater Runoff Control

Goals FY 06/07	<ul style="list-style-type: none">4.a. Establish a citizen call-in telephone line to PW Dept. which citizens can use to notify the City of construction sites with poor housekeeping practices, impacting runoff to storm drains.
On-Going or Continuous Goals / Activities	<ul style="list-style-type: none">Continue with submission of erosion and sediment control plans that are submitted with the development plan for review and acceptance.Ensure control measures are in place for any project conducted during the <i>Rainy Season</i>.Continue to track the number of projects that fall within the SCWA right-of-way and within outfall.Continue using CEQA checklist
Modification / Justification	<p>1.b. Develop & Adopt Erosion Control Design Standards for the City. Modification: Implementation moved to the 2006-2007 reporting year. Justification: Due to change over of three key staff members, staff needs appropriate time to review and train staff on standards.</p> <p>2.b. Control measures must be in place for any project conducted between October 15th - April 15. Modification: Control measures must be in place for any project conducted during the "Rainy Season". Justification: Significant rainfall may begin in September and occur well into June. Therefore by making the control measure less specific and more general allows the City to require construction site operators to implement appropriate erosion and sediment control BMPs year round.</p> <p>2.c. Revocable License Program - Developers with activities within SCWA right-of-way must obtain license, subjecting plans to agency review for construction BMPs 2.c. Modification: Remove Goal from SWMP 2.c. Justification: City of Sonoma is not the implementer of this Goal. It is managed by the SCWA.</p> <p>2.d. Track the number of projects that fall within the SCWA right-of-way and within an outfall and track the number of projects that SCWA conducted a drainage review. 2.d. Modification: Remove Goal from SWMP 2.d. Justification: City of Sonoma is not the implementer of this Goal. It is managed by the SCWA.</p>
Additional Measurable Goals with Detail	NONE

Activity/Best Management Practices	Begin Implementation						Implementation Plan	Quantifiable Target/Evaluation Tool	Message(s) / Pollutants Addressed	Targeted Audience(s)	Implementer(s)
	FY 02/03	FY 03/04	FY 04/05	FY 05/06	FY 06/07	FY 07/08					
1.a Erosion Control Ordinances			X				Revise and update Grading Ordinance requiring Erosion Control Plans, use of BMPs and City building and Public Works inspections	Completion of ordinance update	Erosion control plans for all projects > 1 acre; Ordinance also requires registered Certified Engineer prepare erosion control plan for subdivision projects / Sediment	Developers, Engineers, and Contractors	City Engineer, City Council, Planning Dept., Public Works, Building Dept.
1.b Develop & Adopt Revised After 2006 Audit REVISED 06/07				X	X		Develop and adopt Erosion Control Design Standards for the City Violation #1 - Language to be changed to allow the City to have the authority to require effective erosion and sediment controls, at appropriate levels, year round.	Erosion Control Design Standards developed and adopted	Reduction of soil erosion and runoff from construction sites / Sediment		
1.c Revise Language in Conditions for Project Approval Added After 2006 Audit ADDED 06/07					X		Revise Language in Conditions for Project Approval Violation #2 - Language to be revised and clarified	Language revised and clarified	Reduction of soil erosion and runoff from construction sites / Sediment		
2.a Construction Review / Inspection	X						Erosion and sediment control plans must be submitted with the development plan to be reviewed and accepted.	All projects have erosion control plans and BMP's in place during wet season	Reduction of soil erosion and runoff from construction sites / Sediment	Developers, Contractors, construction Companies	City Planning / Building Dept., Construction Inspectors

Activity/Best Management Practices	Begin Implementation						Implementation Plan	Quantifiable Target/Evaluation Tool	Message(s) / Pollutants Addressed	Targeted Audience(s)	Implementer(s)
	FY 02/03	FY 03/04	FY 04/05	FY 05/06	FY 06/07	FY 07/08					
2.b. Control Measures Revised After 2006 Audit REVISED 06/07	X				X		Control measures must be in place for any project conducted between October 15th - April 15. Appropriate Control measures must be in place for projects year round.				
2.c. Construction Review / Inspection Cont'd FY 06/07 Requested to drop City is not the Implementor of Goal	X						Already implemented - Revocable License Program - Developers with activities within SCWA right-of-way must obtain license, subjecting plans to agency review for construction BMPs	Number of developers in compliance with the license program.	Sediment, Construction Debris	Developers, Contractors, Construction Companies	SCWA
2.d. Track Projects FY 06/07 Requested to drop City is not the Implementor of Goal	X						Track the number of projects that fall within the SCWA right-of-way and within an outfall and track the number of projects that SCWA conducted a drainage review.	Tracking completed annually and summarized in Annual Report	Sediment, Construction Debris	Developers, Contractors, Construction Companies	SCWA
2.e. Training Opportunities			X				Participate in joint inspector training opportunities for City of Sonoma and Phase I and II MS4's. Participate in pre and post surveys.	Document number of training topics and number of inspectors completed training.	Compliance with Erosion Control Plans and the reduction of erosion and runoff from construction sites.	City of Sonoma - Department of Public Works and Building Officials	City of Sonoma Public Works
2.f. Erosion Control Training			X				City Inspectors attend Annual Erosion and Sediment Control Training.	Training attended			

Activity/Best Management Practices	Begin Implementation						Implementation Plan	Quantifiable Target/Evaluation Tool	Message(s) / Pollutants Addressed	Targeted Audience(s)	Implementer(s)
	FY 02/03	FY 03/04	FY 04/05	FY 05/06	FY 06/07	FY 07/08					
2.g. Construction Site Inspection (Goal added after 2004 Annual Report Review)			X				Inspect at least four construction sites of over one acre within 48 hours after a storm with measureable rainfall of .5" or greater per storm event.	Construction sites inspected, reports filled out.	Compliance with Erosion Control Plans and the reduction of erosion and runoff from construction sites.	City of Sonoma - Department of Public Works and Building Officials	City of Sonoma Public Works
2.h. Construction Site Inspection Form Revised Added After 2006 Audit ADDED 06/07					X		Violation #3 Revise Construction Site Inspection form to include a compliance date for violations to be corrected	Construction Site Inspection form revised	Compliance with Erosion Control Plans and the reduction of erosion and runoff from construction sites.	City of Sonoma - Department of Public Works and Building Officials	City of Sonoma Public Works
3.a. Completion of Environmental Impact Checklist	X						Already Implemented - All projects constructed within the City that require environmental review must complete California Environmental Quality Act checklist.	Track number of projects evaluated using Environmental Impact Checklist	Sediment, Nutrients, and Pathogens	Developers, Contractors, Construction Companies	City of Sonoma Planning Department, Program Leader
3.b. Checklist Language				X			Revise Checklist to include additional Storm Water and Total Maximum Daily Load related information	Checklist language reviewed, and revisions updated.			
4.a. Procedure for Receipt and Consideration of Information Submitted by the Public					X		Establish a citizen call-in telephone line to PW Dept. which citizens can use to notify the City of construction sites with poor housekeeping practices, impacting runoff to storm drains.	Call line established, and Document number of citizen calls and the results of department follow-up documented.	Sediment, Construction Debris	All Citizens	City of Sonoma Public Works

Activity/Best Management Practices	Begin Implementation						Implementation Plan	Quantifiable Target/Evaluation Tool	Message(s) / Pollutants Addressed	Targeted Audience(s)	Implementer(s)
	FY 02/03	FY 03/04	FY 04/05	FY 05/06	FY 06/07	FY 07/08					
4.b. Citizen Call-In Line						X	Advertise the phone number in utility bills, on the City web site, or other avenues of public education and outreach.	Citizen call in line advertised	Sediment, Construction Debris	All Citizens	City of Sonoma

Goals and Modifications, continued

6. Pollution Prevention / Good Housekeeping for Municipal Operations

Goals FY 06/07

- No new goals listed to implement during FY 06-07
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On-Going or Continuous Goals / Activities

- Flush Fire Hydrants – Using Dechlorination Procedures.
 - Street Sweeping to Schedule.
 - Continue with Pesticide Reduction Program.
 - Continue with OWOW program.
 - Continue training – HM & Erosion.
 - Continue weekly safety & housekeeping meetings.
 - Creek Maintenance Activities.
 - Creek Clean-up and Planting.
 - Storm Drain & Drop Inlet cleaning.
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Modification / Justification

2. Streets swept to schedule 100% of the time

2. Modification: Streets swept to schedule 90% of the time.

2. Justification: Although the City would like to achieve this goal at 100% of the time, equipment failure and staffing limitations (i.e. employee unplanned absence, vacations) make this goal unattainable.

Additional Measurable Goals with Detail

NONE
